

EXHIBIT 8

Frequently asked questions

Get answers to common questions about advertising on YouTube.

TOGGLE ALL

How much do YouTube Ads cost?



Do I need a Google Ads account to advertise on YouTube?



Yes. Google Ads helps businesses run ads across the entire Google advertising platform, which includes YouTube. That means you'll set up, run, and manage your YouTube Ads campaign with a Google Ads account. If you don't have an account yet, you can [sign up here](#).

Where and when will my YouTube ad show up online?



How do I know if my YouTube Ads campaign is working?



Can I control who sees my ad?



Do I need a YouTube channel to advertise?



Where can I get help with my video ad?



How do I start a YouTube live stream?



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Our Commitments

Creators for Change

CSAI Match

Social Impact